

*Marketing Advisory Committee
Meeting Agenda*

CTTC Marketing Advisory Committee Meeting

Tuesday, October 24, 2006
11:30 a.m. – 4:00 p.m.

Ritz Carlton, Marina del Rey
4375 Admiralty Way
Marina del Rey, CA 90292
Room: Salon I

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/Approval of Agenda and June 27, 2006 Marketing Advisory Committee Meeting Minutes/Welcoming Remarks**
- II. Executive Director Update**
 - A. Funding Update**
 - B. Mexico Trade Mission Update**
- III. Budget - FY 06-07 Proposed Marketing Plan (\$25 Million) – Budget Consideration and Approval**
- IV. Advertising/Co-op Update – Consideration of New Proposals**
 - A. California Snow Campaign Update**
 - B. Spring/Summer Advertising Campaign Update**
 - C. Update and Approval of the FY 06-07 Advertising Plan**
 - D. Update on Co-op Advertising**
- V. Web site/Publications/Fulfillment Update**
- VI. Travel Trade Update**
 - A. International Advisory Group Update**
 - B. International Show/Program Update**
 - C. International Offices Update**
- VII. Communications/Media Relations Update**
 - A. Media Events (San Francisco/New York)**
 - B. International Offices Update**
 - C. Program Update**
- VIII. Research Update**
- IX. Welcome Center Status/Update**
- X. Other Business/Public Comment**
- XI. Adjournment**

Marketing Advisory Committee
Meeting Minutes
June 27, 2006

CTTC Marketing Advisory Committee
Tuesday, June 27, 2006
11:30 a.m. to 3:30 p.m.

Commissioner Bilby called the meeting to order at 11:38 a.m. Roll was taken and the following Commissioners were present: Commissioner Anderson, Bazin, Bilby, Bridwell, Burba, Erskine, Fujiwara, Gregory, Handlery, Jamison, Klein, Lawrance, MacRae, Netting, O'Modhrain, Patel, Reinders, Wagnon, Westrope, and Zucker. Others present were: Lori Bartle, Wayne Bennett, Jeanne Berube, Sonya Bradley, Bill Bullard, Brad Burlingame, Laura Calderon, Sam Caygill, Andy Chapman, Shellie Cook, Sue Coyle, Susan Cunningham, Tracy Garrett, Kari Gleeson, Bric Haley, Chris Hart, Jean Johnstone, Sholo Kagoshima, Kerri Kapich, Bob Kazmiersk, Steve Kinder, Rick Lenat, Nancy Light, Ed Litrenta, Diane Mandeville, Anastasia Mann, John McMahon, David Mering, Jason Pacheco, Kathy Paver, Woody Peek, Christine Pierson, Leona Reed, Deborah Reinow, Mo Renfro, Lori Richards, Colin Ross, Matthew Sabbatini, Chris Schroeder, Terry Selk, Janice Simoni, Barbara Steinberg, Dustin Teichman, Jon Trumbull, Teddy Wade, Bob Warren, Ginger Watters, and Susan Wilcox.

Motion by Commissioner Anderson to approve minutes of February 2, 2006 meeting. Second by Brad Burlingame. Motion unanimously approved.

Commissioner Bilby reported that Chris Hart, Nancy Light, and Woody Peak will be joining the Marketing Advisory Committee pending approval of Secretary Wright McPeak.

EXECUTIVE DIRECTOR REPORT –

Commissioner Bilby reported that Executive Director Beteta was in Mexico City. She reported that the Governor has decided to do a trade mission to Mexico, and has asked the CTTC to host the signature event. She reported that the CTTC is looking for delegates to join on the mission. Commissioner Bilby reported on the TIA Congressional Travel Leadership dinner, which will be held in Washington DC. The CTTC will be assembling a steering committee to help host the event.

BUDGET –

Commissioner Bilby distributed and reviewed the budget. She reported on the major changes and additions to the budget. It was reported that \$1.5 million in carryover funds will be spent on international advertising per the International Committee report.

Motion by Bob Warren to provide additional money to the rural regions in the amount of \$40,000, or \$5,000 per region. This additional money would be held to the 60/40 match as previously required. Second by Commissioner Anderson. Motion not approved by Ed Litrenta. All others approve.

Motion by Bob Warren to approve the Marketing Budget as modified and be brought forth to the full Commission for approval. Second by Anastasia Mann. All approved.

ADVERTISING –

Lori Bartle reported that in 2005 tourism had the beginning of a strong rebound. She reported that in spring of 2006 the CTTC had a national cable buy for the spring campaign as well as spot buys from our partnership with Southwest Airlines. She reported that based on 2005 data California performance is looking strong, total travel was up 6.7 %, leisure travel was up 7.1%, and non-resident leisure travel was up 15%. The full report will be released at the next commission meeting. The CTTC has commissioned SMARI to complete the advertising effectiveness report as well as an in-flight survey. She also reported that the Web site was up 10-15%, but visits to the online Visitor's Guide were up 50%. She reported that the new Web site is currently in development and should be completed soon. Lori Richards reviewed the 2006 media plan. Lori Richards reported that the CTTC also has print co-op in *Travel and Leisure*, *Food and Wine*, and *National Geographic Traveler*. She reported that TV spots will be added in the markets of Denver, Salt Lake City, Portland and Seattle. In the international market, she reported that CTTC is looking at spot buys in Canada.

Susan Wilcox reported on the California Rewards Program which is a great way to extend the California brand. The program is designed to be consumer-based where consumers would dine at Applebee's restaurants or shop at Longs Drug stores and receive discounts for travel in California.

PUBLICATIONS WEB SITE –

Susan Wilcox reported that the CTTC is in the process of redesigning the *Visitor's Guide* for 2007 and have distributed over 80,000 copies of the '06 version this year. She reported that the partnership with Sunset magazine will bring a new *Drives Guide* and editorial assistance. She reported that the fulfillment program has gone through many changes and, to date, is currently \$200,000 under where it was last year.

TRAVEL TRADE –

Commissioner Handlery reported that an International Advisory Committee was formed and has held a series of meetings to determine a program that closely aligns with the CTTC. He reported that the committee decided to breakdown the plan into three phases as follows:

Phase	Plan	Countries Involved
One	Future Growth.	Brazil, China, Scandinavia, South Korea
Two	Continued growth with presence at key shows, retail/wholesale infrastructure and additional public relations.	Canada and Mexico
Three	Mature markets, to defend and grow market share and expand distribution channels.	Australia, Germany, Japan and UK

Terry Selk reported on the travel trade update. He reported that Australia showed tremendous growth and partnerships with major tour operators are showing great return. In Europe there is concern for travel to the US, airlines are stating that it will not be as strong. Consumers are choosing to spend travel money on home products as replacements for travel. He reported that the Japanese version of the California Visitor's Guide has been produced and distributed. He reported that the CTTC is in the process of changing the UK public relations agency and hopes to have a new selection within a week. The interview is complete and has been narrowed to two, and hopefully will have a selection within a week. Commissioner Bilby recognized Terry Selk for all of his work with the CTTC.

COMMUNICATIONS UPDATE –

Leona Reed reported on the New York media event which was held at the Essex House and had one of the biggest delegations ever with 50 delegates and over 100 key media. The most recent event was held at the Wolfgang restaurant in Los Angeles where 49 delegates and over 60 media attended. She reported that *Year in Review* will be released soon. The ROI report totaled over \$1.5 million.

WELCOME CENTER UPDATE –

Janice Simoni reported that two new Welcome Centers have been approved: Oxnard and Pismo Beach. Oxnard will be operated by the Convention and Visitors Bureau. The Pismo Beach location will be operated Pismo Prime Outlets. She reported that both will be opening on around September 1, 2006. She also reported that the committee is proceeding with an Inland Empire Welcome Center for which an RFP has been sent out and proposals will be due August 9, 2006. Janice reviewed the new Welcome Center regulations.

Motion by Commissioner Lawrence to approve the new Welcome Center regulations. Second by Commissioner Westrope. Motion unanimously approved.

OTHER BUSINESS –

None

PUBLIC COMMENT –

None

ADJOURNMENT –

Motion by Commissioner Lawrence to adjourn at 2:09 p.m. Second by Commissioner Anderson. Motion Unanimously approved.